

Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>

Subject: Re: Larchmont utility boxes

Date: January 15, 2016 at 7:46:25 PM PST

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Cc: "Ma'ayan Dembo" <maayan@doartfoundation.org>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>, Shannon King <shannon@doartfoundation.org>

Super! I'm sure she will b thrilled! We will contact her and follow up

On Friday, January 15, 2016, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Hello! Our BID Board met and we have decided on Ann Bridges for the Larchmont utility boxes. We would like to see her color version. We all really like her artwork and how it we imagine it will look on Larchmont! A big factor in our decision is that she said in her artist statement that she works in the area. We also know our BID colleague at Wilshire Center has had a great experience working with her.

Tied for a close second were Paige Emery (her building images) and Mimi Haddon (love her kaleidoscopes) although we would have asked her to create a version for us in blues/greens vs. pinks.

I'm happy to elaborate further on our decision if you'd like.

Please let me know the next step and thanks so much for everything! We were thrilled with the options.



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

200 N. Larchmont Blvd.
Los Angeles, CA 90004
<http://www.h-rpr.com>



On Dec 28, 2015, at 1:54 PM, Ma'ayan Dembo

<maayan@doartfoundation.org> wrote:

Hi all,

Happy holidays! It always takes a bit of time to look through all the submissions and read the artists intensions.

I think we have picked a strong selection from the applicants for the BID to narrow down.

Attached is the deck with the top 11 submissions we received, and the artist statements for each one.

We have set a deadline of January 10th to notify the winner, so let us know if there are any questions! :)

Cheers,
Ma'ayan

 **Utility Boxes for Larchmont Village**

On Mon, Dec 7, 2015 at 6:09 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thank you! How exciting.



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Hi Rebecca,
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received.

Before we pass along our recommendations on Thursday, we would like to get payment finalized.

Shannon, our Director of Operations, will be re-sending out the invoice and W9 to you later today.

Looking forward to seeing who you select :)

-Ma'ayan

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This is great~

We will try to get the flyer done before then if we are to meet our end of January install. With the holidays, we will need time to receive submissions, get an approval and install rather quickly.

I would like to start distributing the flyer to artists by the end of next week.

Thank you Rebecca!

Looking forward~

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Hi Carmen, we'd like to use the same copy used in the sample flier you sent! Just replace the Hollywood info with Larchmont Village BID. Let's also add the submission deadline to the flier: December 8

Our logo is attached. If possible, please also include the watercolor (also attached) somewhere in the flier. (It's not really necessary if it's too challenging because we show it on the application.)

URL is larchmontvillagebid.com

Heather, please confirm we have all the passwords for our site so we can have Christophe create a link to the application from the home page.

We'd like to have this ready to go early next week if possible so artists have plenty of time to submit.

Thanks!
Rebecca



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Ma'ayan and Carmen — I'm awaiting final approval on this — will have it to you asap.

One question that came up: what if our board doesn't like any of the submissions? I'm sure this is HIGHLY unlikely, given your outlined process and two of the artists we know who are interested in submitting, but would we go back to the drawing board with submissions and gather more?



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[Updated!](#)

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I also realized I didn't attach the higher res logo — here you go. Is that high enough?
Timeline looks good!



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Hello Rebecca & Heather~

We have modified the survey - please see your notes implemented.
[Here](#)

How are these dates?

The timeline would go as follows:
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Best!

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I think you covered it all, Rebecca. Thanks



Heather Duffy Boylston / President + CEO, Odd Days
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On Nov 3, 2015, at 7:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

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— for the timeline, we’d like to have this installed in January instead of December. It might get lost in the holiday shuffle of all the things we have going on in the Village around Christmas if we install

the art on 12/23

Heather and Tom, do you have anything to add?

Thank you!
Rebecca



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Hi Rebecca, Heather, and Tom,

[Here](#) is the Larchmont Village BID Utility Box survey that we will send out and promote as a call to artists.

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Thank you very much,
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<rebecca@h-rpr.com> wrote:

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Hi - Here's the signed agreement.

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From: carmen zella <carmen@doartfoundation.org>

Date: October 23, 2015 at 2:51:06 PM PDT

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Hello Rebecca,

Please see the revised document.

Best!

On Thu, Oct 22, 2015 at 11:57 AM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

Thanks, great!

Just a couple changes before I send to our ED:

— please change the official name of our BID to Larchmont Village BID (the “village” is missing in the doc)

— date says 9/10/15 in “Ownership” section — need to change

Thanks.

|

|

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On Oct 22, 2015, at 8:43 AM, carmen zella <carmen@doartfoundation.org> wrote:

<DOART_DealMemo_LarchmontUtilityBoxes.pdf>

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["A little inspiration goes a long way"](#)

Carmen Zella
Founder & Creative Director
[Do Art Foundation](#)

Twitter: @doartfoundation
Instagram: DoArTFoundation
www.facebook.com/doartfoundation
www.doartfoundation.org
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<doc02111220151027152622.pdf>

<Larchmont_PanelArt_052913b.tiff>

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<LVBID_Logo_012314_FINAL.png>

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<SVBID Utility Box Art - Call for Artists V4.jpg>
<LVBID_Logo_012314_FINAL.png>
<Larchmont_PanelArt_052913b.tiff>

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Begin forwarded message:

From: rebecca@h-rpr.com

Subject: Rebuttal

Date: March 3, 2016 at 11:17:34 AM PST

To: Thomas Kneafsey <tom@metropolitanholding.com>

Cc: Heather Boylston <heather@h-rpr.com>

Haven't seen it! Good idea.

Rebecca Hutchinson

Cell: (323) 646-6406

On Mar 3, 2016, at 11:01 AM, Thomas Kneafsey

<tom@metropolitanholding.com> wrote:

They are all good. Whatever you choose. How about writing a letter for me in rebuttal to the Jane De Haven (who ever she is?) letter to the editor in the Chronicle. When she here in 1995 when Larchmont was a disaster 35% vacant, filthy trash container and sidewalks all prior to the BID?

From: rebecca@h-rpr.com [mailto:rebecca@h-rpr.com]

Sent: Wednesday, March 02, 2016 6:04 PM

To: Tom Kneafsey; Heather Boylston

Subject: Fwd: FINAL PROOFS: Utility box designs

Rebecca Hutchinson

Cell: (323) 646-6406

Begin forwarded message:

From: carmen zella <carmen@doartfoundation.org>

Date: March 1, 2016 at 2:30:17 PM PST

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: FINAL PROOFS: Utility box designs

Hello Rebecca!

Please send final approval of proofs!

They are ready to be printed and installed. Please ensure both boxes are cleaned and prepped prior to installation.

Thanks!

Begin forwarded message:

From: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Re: Larchmont utility boxes

Date: September 30, 2015 at 5:52:49 PM PDT

To: carmen zella <carmen@doartfoundation.org>

Cc: Tom Kneafsey <tom@metropolitanholding.com>, Heather Boylston <heather@h-rpr.com>, Cadmar Work <cadmar@doartfoundation.org>

Got it. Thanks.



Rebecca Hutchinson/ President + CEO, Even Days

rebecca@h-rpr.com / 323.646.6406

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On Sep 30, 2015, at 11:19 AM, carmen zella <carmen@doartfoundation.org> wrote:

Hello Rebecca~

Sounds great!

Our next steps will be the following:

1. Confirmation from the print company of \$ to do 2 boxes
2. Agreement for performance (Deal Memo) and invoice/W9
3. Assessment of cultural organizations/galleries to help post request for artist submissions OR if you have artists in mind, please send us their information!
4. Timeline to include delivery of artwork using Utility Box template and digital asset requirements
5. Installation of artwork

On Tue, Sep 29, 2015 at 5:52 PM, Rebecca Hutchinson <rebecca@h-rpr.com>

wrote:

Hi Carmen — it was great speaking with you on Friday! I got approval from our BID's executive director, Tom Kneafsey, to move forward with working with you on the 2 utility boxes for an estimated \$2K. We are excited!

We actually have some artwork already on the side of our Big Bellies that we really like so perhaps one of the artists can provide something that complements or incorporates that image? I'll get it to you asap.

Please remind me of immediate next steps.

Thanks,
Rebecca



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From: Rebecca Hutchinson <rebecca@h-rpr.com>

Subject: Fwd: Larchmont utility boxes

Date: December 29, 2015 at 9:06:21 AM PST

To: Tom Kneafsey <tom@metropolitanholding.com>, Heather Boylston <heather@h-rpr.com>

Let's discuss how we want to handle this. Tom, are you free for a call today or tomorrow?



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Begin forwarded message:

From: "Ma'ayan Dembo" <maayan@doartfoundation.org>

Subject: Re: Larchmont utility boxes

Date: December 28, 2015 at 2:56:22 PM PST

To: Rebecca Hutchinson <rebecca@h-rpr.com>

Cc: carmen zella <carmen@doartfoundation.org>, Heather Boylston <heather@h-rpr.com>, Tom Kneafsey <tom@metropolitanholding.com>, Shannon King <shannon@doartfoundation.org>

Yes-- Carmen will be able to attend the BID meeting, please let us know the date and time of the upcoming one.

We recommend you narrow down these 11 artists to 2-4, and then allow the BID meeting attendees (or other board members) to vote and select the final candidate.

-Ma'ayan

On Mon, Dec 28, 2015 at 2:33 PM, Rebecca Hutchinson <rebecca@h-rpr.com> wrote:

| Thanks, Ma'ayan! These look great — a nice range. Please remind me — I

think someone from DoArt (Carmen?) can attend the BID meeting we have to narrow down the artists, right? And you recommend that we narrow it down to 2? Then what? Please refresh my memory.



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Founder & Creative Director

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